

THE ELEVATOR PITCH - 24 VÅNINGSVERSIONEN

INTERIÖR. HISS, BOTTENPLAN. SHANGHAI LIBRARY - DAG.

Ingen av er minns riktigt hur, men plötsligt befinner du dig i en hiss tillsammans med Stephen Hawking. Stephen ser lite goofy ut, men låt dig inte luras. Han är smart som Rainman, men utan Rainmans introverta autism. För att bryta den pinsamma tystnaden - och få tankarna på annat än det faktum att han just upplevt ett spektakulärt kvantumhopp och plötsligt befinner sig teleporterad till en hiss tillsammans med en vilt främmande person - bestämmer sig Stephen för att konversera.

STEPHEN

(genom sin digitala
röstmaskin)

Hey, what is "Hey It's Enrico
Pallazzo?"

DU

Well, Stephen. It all sprung from
an idea to reform the creative
landscape. One small step after
another of course.

STEPHEN

Explain. Ple-ase.

DU

Ok. Take the ad-business as an
example. It's no secret that
there's a desperate need for it to
evolve. To find new ways of doing
things, right? I mean everyone's
been talking about the coming
revolution. From the death of the
30-second spot to the emergence of
things like on demand advertising,
social media and branded content.
So why is it that so few are
attempting to exact their own
change by reinventing the
entire structure of how things are
done?

STEPHEN

Adapt to change?

DU

Yes! I knew you would understand.
Adapt to change. There is an
understanding that something needs
to be done, but basically no
action. Instead there's this influx
of force feed nostalgia.

DU

It's the guru's of the 1950's all over again along side their imaginary counterparts - Don Drapers, Roger Sterlings and what not. And these endless rows of spoofs and remakes of old work. Is that the stuff we supposedly should be missing in our lives? It's not only exhausting, it's introvert and it is dull. And most of all it's not creative.

STEPHEN.

Was it ever?

DU

Touché. You have a point there Stephen. Advertising was always somewhat retarded as creativity goes... no offense.

STEPHEN

Non ta-ken.

DU

It's not only in advertising though, it's everywhere. In arts, architecture, comedy, movies, food, music, books... all over the place. All facets of the creative palette - profit and non-profit. Did you know that they actually did a remake of Conan the Barbarian?

STEPHEN

(ler)

It's an awful idea.

DU

Haha. Exactly. Fuck that. Nostalgia is for old ladies. Truly great ideas has always been bold and always involve an element of change. At Hey, it's Enrico Pallazzo we try to acknowledge that fact, hence we incorporate change in to the core of what we are. Not only what we do but also how we do things. The vision is an organization charged to enable renegades from all these stalling, so called creative practices to co-operate, share and develop NEW ideas.

STEPHEN

Cha-nge... it's so difficult.

DU

True. But as a creative you'll still need to embrace it. You got to be an agent of change if you want to accomplish new things, right? I realize that there's no way of knowing for sure what the fuck will happen, but if we never change our tools and our way of doing things...?

I say take the risk. Free your thinking and there's more chance of it being amazing than if you trying to be "right" all the time. Even if it doesn't lead to the eye popping solution every time, it opens up your mind and it is fun. And people want to have fun. Get inspired and become smarter. After all, if everything was working well, you wouldn't need creativity in the first place."

STEPHEN

Hmm..

DU

Quite frankly Hawks - may I call you Hawks? - we feel that talking about a revolution is like dreaming about taking a piss. A quick relief perhaps but you will only wake up disappointed. As far as we know we ARE the ideas that the creative industry have been playing around with but never fully executed. We are all the stuff we adore. And hopefully you, and a lot of people, will adore us too.

STEPHEN

I already do.

DU

Thanks Hawks. Really? Can I actually call you Hawks? Cool!"

STEPHEN

No-o I never...

SFX: PLING!

INTERIÖR. HISS, VÅNING 24 - DAG.

Hissen har nått sin våning. Det hade varit kul att snacka vidare med Stephen men eftersom du har lite brådis tränger du dig förbi hans permobil och går ut.

DU
(vänder dig om)
Never forget; Pink is the navy blue
of India...

STEPHEN
(ler)
H-ha! Go-od one.